

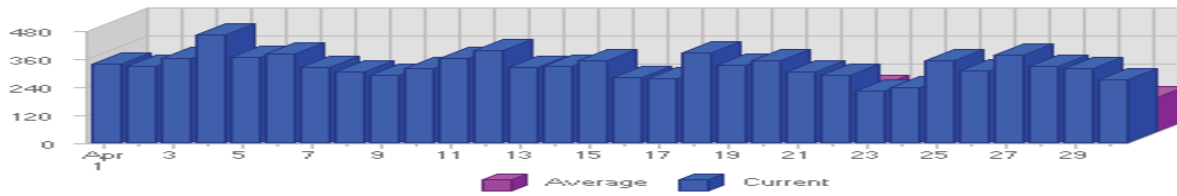
# APRIL

## Main Street Manager Report

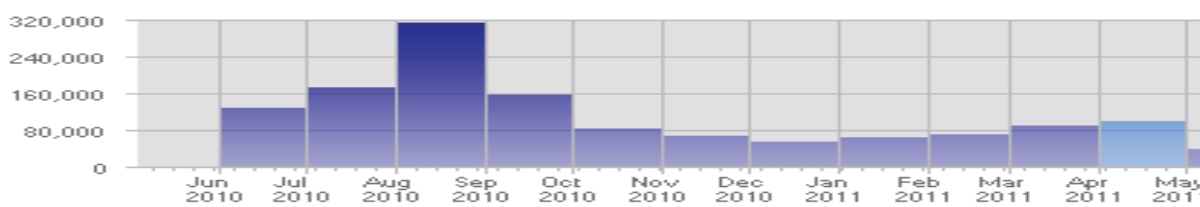
Promotions		Completed
Promotions		
Event	Sponsor	Media
Volunteer Advertising	MBDC, Borough	All
Farm Market	MBDC, Borough	All
Super Big Yard Sale	MBDC, Borough	All
Brew Fest	MBDC, Borough	All
Rain Garden	MBDC, Borough	All
Tree Identification Class	MBDC, Borough	All

### WEB STATS

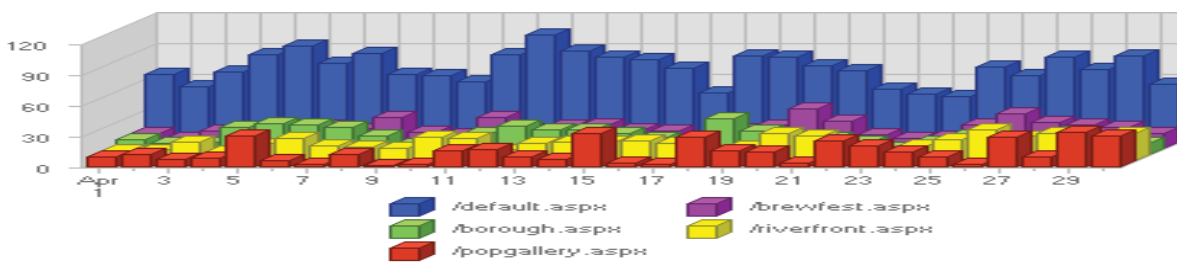
Visits: 9,893 +252



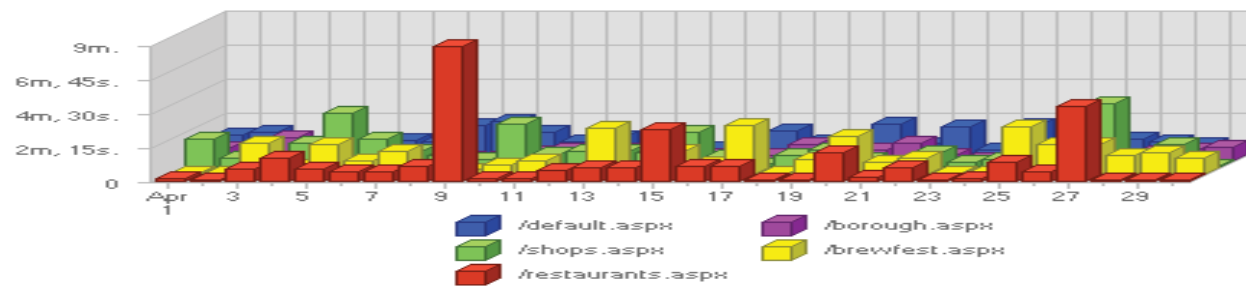
Hits: 100,850 +9,409



Top Pages: Brew Fest, Borough, Riverfront, Shops, Police, Restaurants



Time Spent Per Page: Borough, Shops, Brew Fest, Restaurants, Riverfront





MILLVALE IN THE NEWS		
SEE ON/IN	ARTICLE / REPORT	DATE
City Paper	Record Store Day	13
KDKA	Residents Happy About Millvale Building Being Torn Down	12
	Crews Begin Demolition Of Collapsing Building	12
PINE CREEK JOURNAL		
PITTSBURGH CHANNEL	Historic Church Building A Target For Thieves	25
	Crumbling Homes Torn Down To Protect Creek	12
PITTSBURGH LIVE		
POPCITY		
I heart PGH		
POST GAZETTE	Three challenge sitting judge in North suburbs	28
	Around Town: Port Authority's lack of updates are a bad sign	26
	Rap-rock crew Formula 412 tells its story with new album 'Reality Show'	14
	Millvale library hopeful of opening in early 2012	7
ROBO BLOGGER	Craft beer appeal continues to grow in western Pa.	23
TRIBUNE REVIEW		
WQED		
WPXI		
WTAE		

### ARTEZ HIGHLIGHTS

The April ARTEZ meeting was held in O'Hara, discussion topics included zoning overlay, the river town program, THAR technologies, and reviving loan fund.

### FUND-RAISING EFFORTS

EVENT / PROJECT	PROFIT
Lottery Tickets	
April membership kick-off	
Egg Hunt	\$212

## 2011 GOALS

This section lists goals established by the Main Street Manager in conjunction with the MBDC, Focus Group and Borough Manager. In addition to listing the goals the section will track whether or not they have been completed.

DESIGN GOALS	RESULTS
Devise a plan to clean vacant storefronts and create community displays in windows.	In Progress
Rewrite Design Guidelines and develop new Application.	Committee
Evaluate Millvale Architecture – Identify 5 structures that are unique and concentrate efforts to identify funding for restoration.	
Develop residential streetscape guidelines – Specific recommendations to aid the improvement of buildings and public elements.	Committee
Incorporate at least 1 Public Art project in Millvale.	Begun
ECONOMIC RESTRUCTURING AND NEIGHBORHOOD GOALS	
Update Business Directory for community wide distribution.	Begun
Write 3 grants.	4 written
Identify residential rental units in Main Street area.	
Hold 6 fund-raisers and aid in Borough community events.	1
Recruit MBDC and Focus Group members.	In Progress
IMAGE, IDENTITY & PROMOTION GOALS	
Develop Millvale business stickers and banner program.	Printer
Market Millvale outside of the community – at least 3 specific instances.	
Develop a Millvale brochure and market it.	
Further Establish Millvale as a bedroom community.	
Release 5 newsletters, on time in February, April, July, September and November.	02 Sent
Add Borough Face book account and Twitter updates.	
Continue to develop web site – send monthly e-mail news updates.	Working
SAFE, CLEAN AND GREEN GOALS	
Redevelop monthly clean up's.	Redeveloped
Acquire bricks for GAPP fence and complete fence and address landscaping.	Some bricks acquired
Develop Green Initiative with Focus group – see at least one project to fruition.	In progress
Devise street tree plan to address tree maintenance.	In Progress
Continue to expand community garden and orchard and possibility of a Hoop House.	In progress
Build community oven.	
BOROUGH GOALS	
Aid Borough Manager when needed.	

## GROWTH

FACADE RENOVATION - 544 North REHAB PROJECTS - 544 North  
 NEW BUSINESSES, EXPANDED BUSINESSES - Cigarette Warehouse